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recognition of said feature;
an intelligent controller having associated therewith a
means for accessing said programming material in
response to receiving said coded signal; and
a display unit for presenting said programming
material.

169. A system as defined in claim 168 wherein said at least one
machine recognizable feature has associated therewith a data
link which is recognized by said recognition unit.

170. A system as defined in claim 169 wherein said data link
comprises an image data link.

171. A system as defined in claim 169 wherein said data link
comprises a video data link.

172. A system as defined in claim 169 wherein said data link
comprises a programming data link.

173. A system as defined in claim 169 wherein said data link

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comprises a sound data link.

174. A system as defined in claim 169 wherein said data link comprises an on-line data link.

175. A system as defined in claim 169 wherein said data link comprises a on-line shopping data link.

176. A system as defined in claim 169 wherein said data link comprises a pictorial data link.

177. A system as defined in claim 169 wherein said data link comprises an electronic data link.

178. A system as defined in claim 169 wherein said data link comprises an electronic media link.

179. A system as defined in claim 169 wherein said data link comprises an "information superhighway" data link.

180. A system as defined in claim 179 wherein said "information

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superhighway" data link comprises the internet.

182. A system as defined in claim 179 wherein said "information
superhighway" data link comprises a computer network.

184. A system as defined in claim 179 wherein said "information
superhighway" data link comprises a telephone line.

185. A system as defined in claim 179 wherein said "information
superhighway" data link comprises a CATV line.

186. A system as defined in claim 179 wherein said "information
superhighway" data link comprises a local area network.

187. A system as defined in claim 179 wherein said "information

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188. A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.
189. A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.
190. A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.
191. A system as defined in claim 179 wherein said "information superhighway" data link comprises a wireless network link.
192. A system as defined in claim 179 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

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193. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ethernet network.

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Cl* 194. A system as defined in claim 179 wherein said "information superhighway" data link comprises a RF cellular network.

195. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

196. A system as defined in claim 195 wherein said bar code comprises a Universal Product Code.

197. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible bar code.

198. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

199. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

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200. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

201. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

202. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

203. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

204. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.

205. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.

206. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

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207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.
208. A system as defined in claim 207 wherein said invisible watermark comprises a digital watermark.
209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.
210. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.
211. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.
212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.
213. A system as defined in claim 168 wherein said at least one

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machine recognizable feature comprises a code.

214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an on line shopping product code.

215. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

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219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.
220. A system as defined in claim 168 wherein said printed magazine has associated therewith a commercial advertisement.
221. A system as defined in claim 168 wherein said printed magazine has associated therewith a personal advertisement.
222. A system as defined in claim 168 wherein said printed magazine has associated therewith a story.
223. A system as defined in claim 168 wherein said printed magazine has associated therewith an editorial.
224. A system as defined in claim 168 wherein said programming material comprises information.
225. A system as defined in claim 224 wherein said information

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comprises product information of an advertised product.

226. A system as defined in claim 224 wherein said information comprises company information.

227. A system as defined in claim 224 wherein said information comprises additional information about an article.

228. A system as defined in claim 224 wherein said information comprises additional information about an editorial.

229. A system as defined in claim 168 wherein said programming material comprises a web page related to an advertiser.

230. A system as defined in claim 168 wherein said programming material comprises a web page related to said printed magazine.

231. A system as defined in claim in 168 wherein said programming material comprises a service.

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237. A system as defined in claim 168 wherein said display unit comprises a television.

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238. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

239. A system as defined in claim 238 wherein said device containing a microprocessor is hand-held.

240. A system as defined in claim 238 wherein said device containing a microprocessor is portable.

241. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

242. A system as defined in claim 168 wherein said display unit comprises an internet appliance.

243. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

244. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

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250. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical

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254. A system as defined in claim 253 wherein said wireless network comprises a cellular network.

255. A system as defined in claim 252 wherein said wireless interface comprises a cellular telephone.

256. A system as defined in claim 252 wherein said wireless interface comprises a pager.

257. A system as defined in claim 252 wherein said wireless

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interface comprises a wireless personal computer.

258. A system as defined in claim 252 wherein said wireless interface comprises a personal digital assistant.

259. A system as defined in claim 250 wherein said recognition unit is linked to a personal digital assistant.

260. A system as defined in claim 250 wherein said recognition unit is linked to an Internet appliance.

261. A system as defined in claim 250 wherein said recognition unit is linked to a television set.

262. A system as defined in claim 250 wherein said recognition unit comprises a portion of a cellular telephone.

263. A system as defined in claim 250 wherein said recognition unit comprises a portion of a personal digital assistant.

264. A system as defined in claim 250 wherein said recognition

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unit comprises a portion of a remote control unit.

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Comp.* 265. A system as defined in claim 250 wherein said recognition unit comprises a portion of a handwriting implement.

266. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a magazine;

scanning said machine recognizable feature of said magazine; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said magazine.

267. The method of claim 266 wherein said communication link includes the Internet.

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CP* 268. The method of claim 266 wherein said machine recognizable feature is selected from a group consisting of bar code,

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universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

269. A method of providing a user access to supplemental programming material associated with a magazine, comprising the steps of:

imprinting a machine recognizable feature within said magazine wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said magazine and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server;

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